

## Demand Management Measures

- The distribution of water conservation inserts with customer's bills. The inserts have covered such topics as in-home leak detection, yard and garden watering tips, water reduction inside the home and water conservation trivia;
- The use of recorded water conservation "on hold" messages in the Company's telephone system;
- The provision of speakers on water supply and conservation issues to local service clubs, college classes and special interest groups;

In addition, all of Cal-Am's customer's are shown their past year's usage for the same period on each water bill when the information is available (i.e. when the account has been open for more than one year). This important information can be very effective in alerting customers to plumbing problems or changes in habits and may often generate a conservation response.

The Village District has indirectly benefited from the public education programs of other water agencies, including the City of Thousand Oaks, the County of Ventura, Metropolitan Water District, and the Calleguas Municipal Water District, because many of the District's customers have participated in these agencies' programs, seen their advertisements and heard their public service announcements.

The Company believes that all of these efforts not only improve the effectiveness of water conservation programs, but they will also prove beneficial during emergencies, when a more educated public is more understanding and cooperative in complying with any voluntary or mandatory actions that might be requested by the Company to restrict their water usage.

## **C. DEMAND MANAGEMENT PROGRAMS — 2006 – 2010**

California American Water plans to implement additional conservation programs in several Best Management Practices (BMP) areas over the next three to five years. On-going and planned programs are described in the following sections, including program cost estimates (not including Wholesale agency program participation). New programs will implemented in a phased approach, and are designed to complement and maximize the effectiveness of the current and future conservation programs conducted by the Metropolitan Water District of Southern California

(MWD) and the Calleguas Municipal Water District (CMWD) in the Village District service area. California American Water will be requesting approval from the California Public Utilities Commission (CPUC) to establish a Memorandum Account to track conservation program expenses for future cost recovery in water rates. Future program implementation will be dependent on approval by the CPUC of program expenditures in future water rates proceedings.

## **DMM 1. WATER SURVEY PROGRAMS FOR SINGLE-FAMILY AND MULTI-FAMILY RESIDENTIAL CUSTOMERS (BMP 1).**

*BMP 1: Implementation shall consist of at least the following actions:*

*Develop and implement a strategy targeting and marketing water use surveys to single-family and multi-family residential customers.*

*Directly contact not less than 20% of single-family and 20% of multi-family residential customers each reporting period.*

*Surveys shall include indoor and outdoor components.*

*Customers shall be provided with results.*

*Track survey offers, completions, results and costs.*

In accordance with Company policy, California American Water currently offers residential interior and exterior water audits to customers requesting them. A small number of requests are honored every year.

In addition, Cal-Am's billing and customer service personnel routinely conduct an informal "Alert, Check and Control" auditing program. This program has been internally developed in conjunction with the standard meter reading and billing process. The Company's billing system has been programmed to scan the meter reading data and compare it with past usage data. Any anomalies (high or low) in the data are noted (the Alert) and the appropriate customer service representatives are informed. Typically, when abnormally high usage is recorded, the customer will be contacted and a Cal-Am technician may visit the site, verify the meter reading and look for obvious leaks or problems (the Check). The customer is then notified that he/she should expect a higher bill and is offered assistance in identifying and correcting any problems (the Control). In the past, a number of malfunctioning toilets, faucets and irrigation devices have been discovered in this way.

**2006-2010 IMPLEMENTATION:** California American Water will continue to offer residential water audits to customers requesting them, free of charge. The Company's "Alert, Check and Control" program will continue as a part of the District's regular operating procedures. The Company will increase customer awareness of these free services through bill inserts and messages, promotion at local community events and the Company website. During 2006 California American Water will offer numerous water conservation training workshops for Customer Service Field and Office Staff, Meter Readers and other staff that regularly interact with customers. These training workshops will provide Company staff the tools and knowledge to successfully help customers save water through the on site water audits and Alert, Check and Control program.

In addition, the Company plans to implement a Residential 3-year pilot level program to evaluate the performance of weather-based ET irrigation controllers. A total of 25 residential homes in the Village District will have ET controllers installed upon completion of an onsite audit. All participating residents will receive a water use survey/audit of their home (indoor and outdoor). In addition, in keeping with BMP 2 (below), all applicable low-flow devices will be installed during the onsite audit. When applicable, Pilot Study participants will also be given rebate applications for ULFT toilets and high efficiency clothes washers (BMPs 6 and 14), educational materials on low water use landscape design and irrigation. Lastly, each participating resident will be provided a rebate for the installation of an ET-based irrigation controller. Rebates ranging from \$100 to cover a portion of the costs up to the full cost of an ET controller plus installation will be provided to participating customers, depending on the program budget approved by the CPUC.

## **2. DMM 2. RESIDENTIAL PLUMBING RETROFIT (BMP 2)**

*BMP 2: Implementation shall consist of at least the following actions:*

*Develop a targeting and marketing strategy to distribute or directly install low-flow showerheads, toilet displacement devices, toilet flappers and faucet aerators to single-and multi-family residences constructed prior to 1992.*

*Maintain distribution and/or direct installation programs so that devices are distributed to not less than 10% of single-family connections and multi-family units each reporting period or require through an enforceable ordinance the replacement of high-flow showerheads and other water using fixtures with their low-flow counterparts, until it can be demonstrated that 75% are retrofitted.*

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Cal-Am has been providing free water conservation kits and low flow showerheads to customers requesting them for over fifteen years. During the drought in the early 1990's the Cal Am and the City of Thousand Oaks distributed thousands of home retrofit kits in conjunction with their respective water conservation initiatives. In 2004, the Company offered residential plumbing retrofit devices and leak detection/conservation kits to all customers through a billing insert promotion. Customers who responded received kits containing a positive shut off hose nozzle, a water conserving showerhead, a soil moisture meter, a lawn-watering gauge to measure irrigation system output, and dye tables to detect toilet tank leaks.

**2006-2010 IMPLEMENTATION:** California American Water has expanded the residential plumbing retrofit kits to include new innovative devices that have recently become available. This allows California American Water customers to receive the newest in water efficient technologies so as to maximize the water use efficiency throughout their home and business. New water conserving devices include garden hose auto-shut off timer connectors for customers that use a hose sprinkler to irrigate, specialty sized faucet aerators for old homes with non-standard sized plumbing fixtures, as well as other devices and tools for specific customer needs. High quality water saving devices recommended through the California Urban Water Conservation Council (CUWCC), Department of Water Resources (DWR), Irrigation Association (IA) and other well regarded organizations will be reviewed each year to incorporate into the Company's inventory of water savings tools for customers. Over the next five years the Company will continue to incorporate new irrigation nozzles, spray heads, flow restrictors and other devices, as their effectiveness is demonstrated, to best help customers save water.

California American Water will make the water conserving kits available to any customer requesting them, and will offer them to all new customers. At least once or twice a year during the 5-year term of this Plan, the Company will again promote the availability of the retrofit kits through bill inserts or other similar means. The kits will also be offered at community events and by company personnel investigating complaints about high water bills.

In addition, as part of the pilot residential audit program described above, residential customers that receive audits will be provided appropriate low-flow devices such as showerheads, toilet displacement bags, and faucet aerators.

### 3. DMM 3. DISTRIBUTION SYSTEM AUDITS AND LEAK DETECTION AND REPAIR (BMP 3)

*BMP 3: Implementation shall consist of at least the following actions:*

*Annually complete a prescreening system audit to determine the need for a fullscale system audit.*

*When indicated, complete a distribution system audit using methodology consistent with the American Water Works Association's "Manual of Water Supply Practices, Water Audits and Leak Detection.*

*Advise customers whenever it appears possible that leaks exist on the customer's side of the meter; perform system leak detection when warranted and repair leaks when found.*

California American Water has an established *Water Loss and Leak Detection Policy*<sup>1</sup> that is followed by California American Water personnel when conducting routine fieldwork. Leaks found are prioritized and scheduled for repair as quickly as possible. Larger leaks are given higher priority, while the largest leaks are considered emergencies and are repaired as quickly as the personnel and equipment can be mobilized.

During the 1990's, the District experienced chronic weaknesses and frequent failures in a type of PVC service lateral, of which there were many in the Village District service area. The District decided to replace these pipes with copper pipes, an effort that has undoubtedly reduced the number of leaks and the volume of water lost to leakage. In addition, Cal-Am has routinely invested in distribution pipeline replacement projects giving priority to older pipelines or those with a history of leaks.

The level of unaccounted-for water in the Village District has been averaging about 4.6% of purchases since 1987, less than half as much as the industry standard for acceptable distribution system efficiency of 10% unaccounted-for water. The 10% standard is also the threshold level for a

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<sup>1</sup> California-American Water Company, *Distribution Policy 7, Water Loss Control and Leak Detection*, adopted by the Board of Directors, May 9, 1988.

system audit under this BMP.

**2006-2010 IMPLEMENTATION:** BMP 3 requires system audits when unaccounted-for water exceeds 10% of production, a level the District has not exceeded in many years, if ever. Based on this, the District considers itself to be in compliance with BMP 3.

However, California American expects to continue making major capital investments in ongoing pipeline replacement programs, as it believes these programs have had a major role in improving the efficiency of the respective distribution systems and in reducing water losses.

The level of unaccounted-for water will be regularly calculated and additional measures, such as water audits, will be initiated if water losses rise appreciably. The staff will continue to remain alert to possible leaks on the customer's side of the meters and to advise customers whenever major anomalies appear in the customer's rate of consumption.

#### **4. DMM 4. METERING WITH COMMODITY RATES (BMP 4)**

**CURRENT PROGRAM.** Cal-Am's Village District is fully metered and all customers are billed on the basis of a set service charge per meter plus a volume of use charge. The current authorized volume of use charge is \$2.3901 per hcf unit (1 hcf unit = 748 gallons).

**IMPLEMENTATION:** This BMP is being fully implemented.

#### **5. DMM 5. LARGE LANDSCAPE CONSERVATION PROGRAMS AND INCENTIVES (BMP 5)**

*BMP 5: Implementation shall consist of at least the following actions:*

*Provide non-residential customers with support and incentives to improve their landscape water use efficiency. This support shall include the following:*

*Identify accounts with dedicated irrigation meters and assign Eto-based water use budgets.*

*Provide notices each billing cycle to accounts with water use budgets showing the*

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*relationship between budget and actual consumption.*

*Develop and implement a strategy targeting and marketing large landscape water use surveys to CII accounts with mixed-use meters. Each reporting period, directly contact via letter or telephone not less than 20% of such accounts and offer water use services.*

*Provide information on climate-appropriate landscape design, efficient irrigation equipment/management to new customers and change of service customer accounts.*

*Recommended actions:*

*Install climate appropriate water efficient landscaping at water agency facilities.*

*Provide customer notices prior to the start of the irrigation season alerting them to check their irrigation systems and make repairs as necessary. Provide notices at the end of the irrigation season advising them to adjust their irrigation system timers and irrigation schedules.*

The largest landscape irrigators in the Village District include the school districts, which irrigate athletic fields and school playgrounds, and the City of Thousand Oaks, which operates a Municipal Golf Course and irrigates parks.

The District believes that the cost of water, which is based on volume of use, provides a very strong customer incentive for the careful application of water to large landscaped areas. For example, in about 1993 the City of Thousand Oaks developed supplemental supplies, including untreated groundwater, for its Golf Course. The Golf Courses' consumption of imported, Cal-Am water has subsequently dropped dramatically.

**2006-2010 IMPLEMENTATION:** Some of the largest water use customers in the Village District are Commercial, Institutional, and Industrial (CII) customers with large landscaped areas to irrigate. These customers provide significant conservation opportunities although upgrading such facilities with water efficient devices and technologies can require a substantial investment that many CII customers will not consider without some financial incentive.

Through MWD's TAP and other financial assistance programs potentially funded by the Company, California American Water plans to initiate a Pilot Program that would offer grants of up to \$10,000 per site to large landscape and commercial customers to install water-conserving devices.

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The program will be implemented by conducting in-depth audits of selected facilities that result in specific recommendations for installation of devices and technology, water management changes, and the development of an annual water budget for each participating facility. The program will prioritize the largest water users in each service area. Implementation of the pilot program will be phased-in over the 2006-2008 period. It is anticipated that the projected California American Water program expenditures listed below would be approximately matched by expenditures by the wholesale water agencies that provide water to the District's service areas. To assess the magnitude of water savings, California American Water will evaluate water sales data for the participating customers before and after the audits. This data will be used in determining whether the program should be expanded to include more landscape customers in the future. The District's Conservation Coordinator will develop and implement a program to identify the largest CII accounts with mixed-use meters to identify candidates for the installation of separate irrigation meters. Once identified, water use surveys and the installation of separate irrigation meters will be offered to these customers, with appropriate follow-up as suggested in BMP 5. Unfortunately, the high cost to install a dedicated-irrigation meter on CII site often deters business owners. California America Water's Conservation staff will evaluate the cost for installing dedicated irrigation meters at key large water using CII sites and determine if a cost-effective plan is possible. The Company will work with applicable CII businesses to install dedicated irrigation meters and assist in seeking alternative funding including grants and funding assistance from MWD.

California American Water will also be promoting weather-based irrigation scheduling and landscape design for large landscape (LL) and CII-Mixed Use customers. Through bill inserts and messages, community events and special presentations to LL and CII customer organizations (Chamber of Commerce, Homeowners Associations, Landscapers and Gardener groups, etc.) the Conservation staff will promote climate appropriate landscape design and irrigation management. In addition, the Company will develop a strategy to publicize free resources and services available to customers to help them more efficiently manage their landscape irrigation including the California Irrigation Management Information System (CIMIS) program and weather station network. Currently, there are several operating CIMIS weather stations with the Village District's region that provide daily ETo and micro-climate data that customers can use to schedule irrigation timers.

## 6. DMM 6. HIGH-EFFICIENCY WASHING MACHINE REBATE PROGRAM (BMP 6)

*BMP 6: Implementation shall consist of at least the following actions:*

*Until January 1, 2007, the water agency shall offer financial incentive, if cost effective, for the purchase of high-efficiency clothes washing machines (HEWS) meeting a water factor of 9.5 or less.*

*Any financial incentive offered shall be not less than the marginal benefits of the water savings, reduced by the necessary expense of administering the incentive program. A program is not required if the agency determines that the maximum cost-effective incentive is less than \$50.*

California American Water, in conjunction with MWD, has an on-going program of rebates for high efficiency washing machines available to customers of the Village District. Rebates of up to \$100.00 are provided for qualifying appliances (i. e. high efficiency clothes washers with a 9.5 Water Factor or less). The Company works with CMWD to coordinate regional program marketing and rebate reimbursement with MWD. In mid-2006, California American Water will apply the updated MWD efficiency standards to offer rebates for washers with a water factor of 6.0 or less. In addition, all the qualified clothes washers with a 6.0 water factor (and 9.0 water factor) models are approved Energy Star models under the California Energy Efficiency (CEE) standard listing for energy efficiency.

**2006-2010 IMPLEMENTATION:** California American Water plans to implement a multimedia campaign to promote both the HEWS rebate program through 2006, in accordance with BMP 6. It is expected that rebates for residential customers will be processed in the local office, while rebates for CII customers will be integrated into the MWD's *Save a Buck* program and processed by MWD's contractor, Honeywell DMC. In 2007, both the HEWS and ULFT rebate programs will be evaluated to determine if the marketing efforts were successful in increasing participation and whether additional marketing should be undertaken 2007 and beyond. Depending on MWD funding and allocated program budget by CPUC, California American Water may increase the rebate to encourage higher customer participation. Based on 2005 records, the current rebate amount seems to be sufficient as program participation goal were met.

## 7. DMM 7. PUBLIC INFORMATION (BMP 7)

*BMP 7: Implementation shall consist of at least the following actions:*

*Implement a public information program to promote water conservation and conservation related benefits.*

*Program should include providing speakers to community groups and the media; using paid and public service advertising, using bill inserts; providing information on customers bills showing use in gallons per day for the last billing period compared to the same period the year before; providing public information to promote other water conservation practices; and coordinating with other governmental agencies, interest groups and public interest groups.*

California American Water and its regional partners, including the MWD, and the Calleguas Municipal Water District (CMWD) cooperate in on-going public information and education efforts to encourage water conservation and water use efficiency. California American Water's independent efforts include printing water conserving tips on bill inserts or text messages on the water bills approximately 2-4 times yearly and printing comparisons of current period water use with use during the same period in the previous year on each water bill. The Company also makes speakers available for informational presentations at neighborhood meetings, service clubs, and other community events. California American Water also benefits from some of the public information efforts sponsored by other water purveyors serving nearby areas and from the extensive conservation-related public information activities of MWD's External Affairs Group, which has a large Speakers Bureau, and active media, community and governmental relations programs.

**2006-2010 IMPLEMENTATION:** The public information activities that are currently being implemented will be carried forward in this Plan. They include all of the implementation programs suggested in BMP 7, e. g. speakers to community groups, public service announcements, bill inserts, past usage information on bills, continued distribution of water conservation information and coordination with other public agencies and interest groups.

The Company plans to disseminate water conserving messages via bill inserts and bill text messages at least 2 – 4 times per year. In addition, the Company will participate in one or more community events and programs each year to promote water conservation and water resources issues. Participation will include sponsorship, a table/booth at the event, handouts of conservation

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literature, and promotion of other California American and wholesale agencies' BMP programs. The Company will also support its partners including the MWD, CMWD and the City of Thousand Oaks in developing and implementing their public information programs over the coming 5 years, and will work to ensure that the respective programs reinforce each other.

In addition, these programs will be expanded and the public information efforts intensified in the event of a water shortage, as defined in Chapter VI, the *Water Shortage Contingency Plan*.

All public education and outreach efforts will be tracked in a database for the annual CUWCC BMP Reporting. In addition, California American Water will track the number of conservation kits and low flow devices given out to customers at various public events and when possible log the specific residence or business the devices were given out to. Such efforts will help the Conservation staff to determine which neighborhoods have been saturated and those that should be aggressively marketed to promote the ULFT and washer rebate programs.

### 8. DMM 8. SCHOOL PROGRAMS (BMP 8)

*BMP 8: Implementation shall consist of at least the following actions:*

*Implement a school education program to promote water conservation and conservation related benefits.*

*Programs shall include working with the school districts and private schools in the water supplier's service area to provide instructional assistance, educational materials and classroom presentations that identify urban, agricultural, and environmental issues and conditions in the local watershed. Education materials shall meet the state education framework requirements, and grade appropriate materials shall be distributed to grade levels K-3, 4-6, 7-8 and high school.*

The Village District is within the service area of the Metropolitan Water District of Southern California (MWD) and the Calleguas Municipal Water District, a member of MWD. The MWD operates an extensive region-wide water education program that offers age/grade appropriate materials to schools within the MWD service area. Its educational program has been designed to meet state education framework requirements, and grade appropriate materials are offered to all

grade levels from K through 12<sup>th</sup>. The elementary level programs include:

**In-service**

Some of the programs that Metropolitan provides require teachers to participate in an in-service or workshop. This in-service allows the teacher to become familiar with the materials and terminology used in the program. These workshops are provided by Metropolitan staff.

**Kindergarten through 3rd Grade -- *All About Water***

All About Water is a book that contains water activities and experiments involving water conservation, water quality, water distribution, the water cycle, and fresh and salt water.

**4th Grade -- *Admiral Splash***

This program teaches about the water cycle, the history of southern California's water supply, the distribution system, water uses and water conservation.

**5th Grade -- *Waterways***

Waterways is a recent addition to Metropolitan's education programs that addresses the history of water in the United States.

**6th Grade -- *California Smith, Water Investigator***

This program informs students about water supply and distribution in California, contemporary water issues, and water conservation.

***The H2O Shows***

Three different assembly programs are offered: 1) for Grades K-2, a flannel board presentation of the water cycle, a water cycle song and a discussion about water conservation; 2) for Grades 3-4, a slide presentation of the use of California's water resources by early Native Americans to the present day, a water conservation game, the Water Tap Rap and a film; and, 3) for Grades 5-6, a slide presentation of how water is imported from the Colorado River to Metropolitan's service area, a water conservation game, the Water Tap Rap and a film.

The educational programs at the secondary level include:

**Grades 9-12 -- *Water Highways***

This unit is designed primarily for biology and environmental science courses. The student assesses the positive and negative impacts of California's State Water Project upon fisheries, wildlife, the land, the economy, and the people.

**Grades 7-12 -- *Water Quality***

Developed for physical science, chemistry and biology classes, the unit involves hands-on activities. The student, as a water quality lab technician, analyzes four water samples, detects any problems, identifies potential causes, and proposes solutions.

**Grades 9-12 -- *Water Politics***

This program is designed for government, economics and environmental science classes. This unit consists of case studies relating to contemporary water issues. Through critical thinking and role playing, students will investigate the role of federal, state and local governments, water agencies, and interest groups (business, agricultural, environmental) in making water management decisions. There is also a "Water Forum" that is held in which the students are given scenarios and need to address the issues and offer solutions before a panel of water industry experts. This program has been revised and is now being offered as the primary High School program.

**Grades 9-12 -- *Water Trade-Offs***

Designed for economics classes, the unit involves a cost/benefit analysis of a proposed trade-off between two water agencies. Participating students are introduced to basic fundamentals of economics in a "real world" framework.

**2006-2010 IMPLEMENTATION:** Throughout the term of this UWMP, the Village will continue to support, and benefit from, the regional water education programs sponsored by its wholesalers including the MWD, and the CMWD. The primary objective of California American Water's efforts related to BMP 8 will be to ensure that the schools in the Village District service areas are adequately represented and participating in the MWD/CMWD programs. Toward that end, California American will provide a list of schools and contacts to MWD; coordinate and attend meetings with MWD and schools to promote the program; communicate/correspond with Program Coordinators to keep updated on the programs; regularly send correspondence to schools and

participating teachers to maintain interest in the programs; complete annual school surveys (by students, staff, and faculty) on the program effectiveness.

## 9. DMM 9. CONSERVATION PROGRAMS FOR COMMERCIAL, INDUSTRIAL AND INSTITUTIONAL (CII) ACCOUNTS (BMP 9)

*BMP 9: Implementation shall consist of both (a) and (b) and either (c) or (d):*

- (a) Identify and rank CII accounts according to water use;*
- (b) Implement a program to accelerate replacement of high-water using toilets with ULFTs in CII accounts;*
- (c) Implement a CII Water-use Survey and Customer Incentives Program such that 10% of the CII accounts are surveyed within 10 years of the date of implementation;*
- (d) Achieve a water use reduction in CII sectors equaling or exceeding 10% of the baseline (1997) use over a 10-year period.*

In 1999, MWD developed a pilot program for a regional effort to market, manage and pay rebates to Commercial, Industrial and Institutional water users to implement effective water conservation devices. Based on the pilot program, a vendor-administrated regional program, called *SAVE WATER, SAVE A BUCK*, began in 2004. Rebate incentives available under this program are shown in Table 16.

The *SAVE WATER, SAVE A BUCK* program has focused packages of rebates and benefits targeted at specific types of business operations including restaurants, hotels and motels, supermarkets, Laundromats, medical facilities and commercial buildings.

**2006-2010 IMPLEMENTATION:** The Village District has about 740 commercial accounts, 175 industrial accounts and 175 institutional (public authority) accounts. In aggregate, these customers account for about 30% of total water sales. Many CII customers of California American Water could benefit from the *SAVE WATER, SAVE A BUCK* program. MWD's Save a Buck "is an aggressive rebate program tailored specifically for the Commercial Sector. Rebates and incentives are available to business, industry and institutional water customers" (<http://www.mwdsaveabuck.com/>). The rebate incentive program offers rebates for numerous water saving devices including pre-rinse spray valves, high efficiency clothes washers, x-ray machines, cooling tower conductivity controllers

and other common industry devices. In January of 2006, MWD's Board of Directors approved an overall increase of all CII rebates to encourage more customers to participate. Table 16 shows the rebate amounts for each of the water saving devices and appliances for all applications received by MWD (Program Administrator Honeywell DMC) as of December 13, 2005.

<b>TABLE 16</b> <b>SAVE WATER, SAVE A BUCK</b> <b>CII REBATE INCENTIVES</b> <b>(EFFECTIVE DECEMBER 13, 2005)</b>	
Device Type	MWD Rebate Amount
ULFT (tankless and flushmate) 1.6	\$135
Dual-Flush Valve	\$165
Upgrade from ULFT to Dual-Flush	\$165
High Efficiency Toilet (tank or fulsome) 1.28 gpf	\$165
Urinal (1.0 gpf)	\$60
Waterless Urinal	\$400
Pre-Rinse Spray Valve	\$60
High Efficiency Clothes Washer	\$130
Water Broom	\$150
Cooling Tower Conductivity Controller	\$625
Cooling Tower PH Controller	
X-Ray Film Processor Recirculation System	\$1,900
	\$3120

Accordingly, California American Water will develop a program to market the available MWD rebates for CII customers through promotional mailings and bill inserts or bill messages targeted to its commercial, industrial and institutional accounts. To help its retailers market the *SAVE A BUCK* program, MWD has created industry rebate packages that combine all applicable water saving devices for an industry such as food service, hospitals, etc. These packages will be provided with the audit report and recommendations for every CII site audited by California American Water.

The Company will also consider a program of supplemental rebates to augment the rebates available under the *SAVE WATER, SAVE A BUCK* program, so as to encourage further participations. For example, schools, hospitals and other institutions often have inflexible budgets that prevent them from investing in water saving equipment, even with MWD's rebates. California American Water will work with such facilities to identify additional funding opportunities through grants and MWD's Performance Pays program.

In addition, as described under DMM 5 above, California American Water will develop a pilot CII and Large Landscape Audit and grant program for the CII customers within its service areas with the largest landscaped areas. The program will select up to 10 sites within California American Water's southern region service area, which includes the Village District, Coronado/Imperial Beach and the Los Angeles District (Duarte, Baldwin Hills and City of San Marino).

## **10. DMM 10. WHOLESALE AGENCY ASSISTANCE PROGRAMS (BMP 10)**

*BMP 10: Implementation shall consist of at least the following actions:*

*Wholesale water suppliers shall provide financial incentives, or equivalent resources, as appropriate, beneficial and mutually agreeable to their retail water agency customers to advance water conservation efforts and effectiveness.*

This demand management BMP requires wholesale water suppliers to provide financial incentives, or equivalent resources, to their retail water agency customers for the advancement of water conservation efforts.

**2006-2010 IMPLEMENTATION.** Since the Village District is not a wholesale water supplier, this BMP would not be applicable. The Village District will receive wholesaler assistance from Calleguas Municipal Water District, which is the direct member agency of MWD. Calleguas administers rebate reimbursement from MWD to their retailer agencies and coordinates regional program marketing and promotional efforts.

## 11. DMM 11. CONSERVATION PRICING (BMP 11)

*BMP 11: Implementation shall consist of at least the following actions:*

*Implementation methods shall be at least as effective as eliminating non-conserving pricing and adopting conserving pricing. For signatories supplying both water and sewer service, this BMP applies to pricing of both water and sewer service. Signatories that supply water but not sewer service shall make good faith efforts to work with sewer agencies so that those sewer agencies adopt conservation pricing for sewer service.*

The Village District currently has water-conserving, volume of use, pricing for all categories of customers. The current rate is \$2.3901 per hcf unit (748 gallons). Volume of use charges are added to a basic service charge which is dependent on the size of the meter. The rates charged for water are subject to periodic review and revision by the Company, subject to PUC approval.

Cal-Am does not provide sewage treatment for customers in the Village District. Sewage treatment is provided by the City of Thousand Oaks. The sewage rate structure is based on a set flat rate for some user categories and on a plumbing fixture count for other categories, although the two largest industrial accounts are billed on a volume-generated basis. Accordingly, for the vast majority of customers, the rate structure is not a volume of use rate. Currently, there are no plans to implement a volume of use rate for the City as a whole.<sup>1</sup>

**2006-2010 IMPLEMENTATION:** California American Water will continue to maintain volume of use pricing. In its next rate case filing with the CPUC, the Company will propose rate structure changes that will further encourage water conservation through increased emphasis on volume of use pricing. It is important to emphasize that no changes in rates or the rate structure can be implemented unless the California Public Utilities Commission authorizes them in advance.

The Company has no jurisdiction over sewage treatment rates, but will encourage more aggressive conservation pricing if the opportunities arise.

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<sup>1</sup>Kathy Beamer, Thousand Oaks Public Works Department, personal communication, February 12, 2001.

## 12. DMM 12. CONSERVATION COORDINATOR (BMP 12)

*BMP 12: Implementation shall consist of at least the following actions:*

- a) Designation of a water conservation coordinator and support staff (if necessary), whose duties shall include the coordination and oversight of conservation programs and BMP implementation, preparation and submittal of Council BMP Implementation Reports, and communication and promotion of water conservation issues to agency senior management, coordination of agency conservation programs with operations and planning staff; preparation of annual conservation budget; participation in the California Urban Water Conservation Council; and preparation of the conservation elements of the agency's Urban Water Management Plans.*
- b) Agencies jointly operating regional conservation programs are not expected to staff duplicative and redundant conservation coordinator positions.*

In 2005, the Company created and staffed a position of Conservation Coordinator for its California operations. This employee has overall responsibilities for managing the water conservation activities in all of the California American Water's California service areas, preparing and tracking water conservation budgets, overseeing the data collection and BMP fulfillment reporting, and communication with senior management regarding water conservation issues and related water conservation activities.

The Water Conservation Coordinator will be assisted in the implementation of water conservation programs at multiple levels of the Company's operations. For example, the Company's centralized billing operations will participate in customer communications involving water use information, bill inserts, bill messages and special mailings. The central call center staff will be the primary responders for distributing water conservation devices and processing rebate applications. Operations personnel at the respective Districts will be responsible for gathering production and sales data, water loss reduction efforts, participating in local events, coordinating with staff from cooperating agencies, etc. Customer Service staff in Newbury Park will have a stock of water saving devices and guidebooks available to walk-in customers and upon request. The local office staff is also responsible for maintaining the ULFT and clothes washer rebate program database for residential customers. Village District staff coordinates with the California American Water Conservation Coordinator to gather the appropriate data and information for the annual BMP

reports to the CUWCC.

**2006-2010 IMPLEMENTATION:** During the term of this Plan, the Company will expand the role of the Conservation Coordinator to better integrate conservation activities into the overall operations of the Village District, and its California operations, as a whole. The Company will consider adding an additional conservation staff position in the Newbury Park office to help implement the conservation programs as the need arises.

California American Water is also offering numerous internal water conservation training workshops to all customer service staff and any other appropriate staff that interact regularly with customers. Training workshops will include training on basic indoor and outdoor water saving tips, overview of rebate programs, incentives and other services available to customers, and onsite audit procedures. These internal workshops are designed to create an experienced and knowledgeable internal staff that can assist customers and offer cost-effective water saving recommendations. Additional training will be offered to select customer service field and office staff through the CUWCC, AWWA, Irrigation Association (IA) and other applicable organizations.

### **13. DMM 13. WATER WASTE PROHIBITION (BMP 13)**

*BMP 13: Implementation methods shall be enacting and enforcing measures prohibiting gutter flooding, sales of automatic (self regenerating) water softeners, single pass cooling systems in new connections, nonrecirculating systems in all new conveyer car washes and commercial laundry systems and non-recycling decorative water fountains.*

The California Public Utilities Commission, through General Order 103, has authorized regulated water purveyors to discontinue service to any customers who are flagrantly wasting water. This authority is also explicitly granted to the Company in Rule 11 B, (3) of the Company's tariffs. Rule 11 B, (3) permits the Company to terminate service "where negligent or wasteful use of water exists" as long as the practices have not been remedied within 5 days of giving the customer written notice to such effect.<sup>1</sup> Typically, Company staff would personally document at least three violations

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<sup>1</sup> California-American Water Company, Rule 11, § B, (3), effective July 6, 1993.

before turning off a customer's water supply.

In addition, the Calleguas Municipal Water District has adopted a Resolution requiring all of its purveyors, including Cal-Am, to prohibit wasteful uses of water including hosing down of walkways, driveways and patios, the washing of vehicles without a shutoff nozzle and bucket, non-recycling fountains, the serving of water at a restaurant unless requested, uncorrected leaks, landscape irrigation during peak hours and excessive landscape irrigation run-off.<sup>1</sup> The City of Thousand Oaks has also adopted these "no waste" restrictions.

The mandatory water rationing programs that have been adopted by the District and by the Thousand Oaks and Ventura County during past droughts have contained even more stringent prohibitions against waste.

**2006- 2010 IMPLEMENTATION:** California American Water will continue to enforce Rule 11 and the CMWD/City of Thousand Oaks water waste prohibitions. The Company will also enforce any future water waste prohibitions that may be implemented pursuant to any voluntary or mandatory water rationing plans. The company will also include tips for avoiding water waste in conservation bill inserts and messages for California service areas, including the Village District. Bill messages will include recommended salt-free water softeners and alternatives to high water using and wasteful cleaning /washing of cars and driveways, and other recommendations to help reduce water waste.

#### **14. DMM 14. ULTRA LOW FLUSH TOILET REPLACEMENT (BMP 16)**

*BMP 14: Implementation shall consist of at least the following actions:*

*Implementation of programs for replacing existing high-water- using toilets with ultra-low-flush toilets (1.6 gallons or less) in single family and multi-family residences.*

*Programs shall be at least as effective as requiring the replacement at the time of resale.*

California American Water Village District residential customers are currently eligible for ULFT rebates of \$75 for all approved ULFTs that use 1.6 gpf or less. California American Water will be

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<sup>1</sup> Calleguas Municipal Water District, Resolution 772, June 15, 1988.

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providing residents \$75 for dual flush, 1.28 gpf and 1.0 gpf high efficiency toilets (HETs). All CII customers are eligible to receive rebates (\$135 for 1.6gpf and \$165 for dual flush and 1.28gpf) through MWD's *SAVE A BUCK* Program.

In addition, the Calleguas Municipal Water District, and its purveyors, including Cal Am, have co-sponsored a number of ULFT distribution programs by community based organizations. Under these programs the community based organization (such as a High School booster club, or a seniors group) market the program and distribute the toilets. A monetary contribution is made to the organization at the end of the program, usually \$15 per retrofit.

**2006-2010 IMPLEMENTATION:** The Company plans to implement a multi-media campaign to promote and market the ULFT rebate programs available to Village District customers. The Company will evaluate customer participation levels in 2006 to determine if additional rebates will be offered to customers by the Company in 2007 and 2008 in order to increase program participation. Participation from 2004 through 2005 shows that the current rebate amount has produced sufficient customer participation in the ULFT rebate program.

In June of 2006 MWD will limit the rebate reimbursement to member agency (and subsequently to local retailers) for ULFTs and dual flush that are on the approved performance list. These ULFT and dual flush models has been Maximum Performance Testing scored and meet the Unified North American Requirements (UNAR) for performance and quality standards. California American Water will follow the same guidelines for residential rebates as well to ensure quality ULFTs are installed within the District's service area.

## **15. WASTEWATER DISPOSAL AND WASTEWATER RECLAMATION OPPORTUNITIES**

Currently there are no reclaimed water projects that can provide non-potable water service within in the Village District's service area. However, a portion of the wastewater generated by the District's customers is reclaimed at the City of Thousand Oaks Hill Canyon Treatment Plant. This water reclamation project was developed by the Calleguas Municipal Water District in conjunction with other local agencies. It supplies reclaimed water for the irrigation of farmland, a golf course, parks, highway medians, and other landscaped areas.

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In coming years, the Calleguas MWD plans to develop a number of projects involving wastewater reclamation, brackish groundwater recovery, and regional salinity management.<sup>1</sup> All of these proposed projects could have indirect benefits for the Village District by reducing the extent to which the District is dependent upon imported water, as opposed to water from local sources. For example, the Renewable Water Resources Management Program for the southern reaches of Calleguas Creek Watershed is an integrated set of facilities that will involve improving water quality of local supplies through the managed transport of salts out of the watershed. There are three major elements to the project: water resource reclamation, salts management and adaptive management. It is to be implemented in four phases, extending over a period of years.

The Village District indirectly benefits from Calleguas' efforts to reclaim wastewater and expand and maintain local groundwater resources, because they improve the operating efficiency of the regional water supply system and help provide back-up sources of supply in the event that flows from the State Water Project are interrupted.

**IMPLEMENTATION:** Cal-Am will continue to support efforts of the Calleguas Municipal Water District, the City of Thousand Oaks and other local agencies to develop wastewater reclamation programs, and will join in their implementation if it appears feasible and beneficial for the District and its customers.

## D. IMPLEMENTATION PROGRAM AND SCHEDULE

Table 17 summarizes Cal-Am's implementation program for the *Urban Water Management Plan*. The implementation program is based on a five-year time horizon, beginning with 2006. The schedule is intended to provide general guidance to the Company for the enactment of the water conservation programs described in this report. As discussed in the previous section, Cal-Am is joining with the Calleguas Municipal Water District, MWD and/or other water purveyors to sponsor and implement

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<sup>1</sup>Calleguas Municipal Water District, *Draft Urban Water Management Plan*, September 2005, Section 2-2.

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many of the Demand Management Measures (BMPs). These include Public Information and School Programs (BMPs 7 and 8), HEWS and ULFT rebate programs (BMPs 6 and 14), Large Landscape Water and Commercial/Industrial/Institutional Conservation programs (BMPs 5 and 9). The Company will maintain full flexibility in funding and scheduling the various programs, and the implementation schedule may be modified as a result of new developments or changes in conditions. As required by State law, the entire plan will be reviewed after five years.

TABLE 17

### IMPLEMENTATION PLAN SUMMARY

<i>DMM #</i>	<i>Program</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>
1.	Residential Water Surveys	D	D	○	○	○
2.	Residential Plumbing Retrofit	E	○	○	○	○
3.	System Water Audit, Leak Repairs	○	○	○	○	○
4.	Metering with Commodity Rates	○	○	○	○	○
5.	Large Landscape Conservation	D	D	○	○	○
6.	High-Efficiency Washing Machine Rebates	○	○	○	○	○
7.	Public Information Program	○	○	○	○	○
8.	School Programs	○	○	○	○	○
9.	CII Water Conservation	E	○	○	○	○
10.	Wholesale Agency Assistance	NA	NA	NA	NA	NA
11.	Conservation Pricing	○	○	○	○	○
12.	Water Conservation Coordinator	E	○	○	○	○
13.	Water Waste Prohibition	○	○	○	○	○
14.	Ultra Low Flush Toilet Replacement	○	○	○	○	○

**Key to Symbols:**

○ = Ongoing Program

D = Develop Program

E = Expand Program

NA = Not Applicable